

ABSTRACT OF THE DISCLOSURE

A system is designed for managing an information service which handles distribution of digital contents and presentation of advertising messages to users over a computer network. In the system, a first database stores advertising messages provided from advertisers who subscribe the information service with payment of advertisement fees. A second database stores a plurality of digital contents, which are subject to legal protection on behalf of content proprietors. A server presents the advertising messages over the computer network to the users who use the information service. The server distributes the digital contents to the users upon request from the users over the computer network. The sever allocates at least a part of the advertisement fees collected from the subscribing advertisers to the content proprietors of the digital contents distributed to the users.